INFORMATION LETTER

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Publicity Build-up Started For Canning Crops Contest

First publicity efforts in support of the annual Canning Crops Contest sponsored by the N.C.A. jointly with the National Junior Vegetable Growers Association have been begun.

These consisted of a feature story prepared and released by the N.C.A. public relations organization, Dudley-Anderson-Yutzy, to 48 agricultural and teenager publications and two separate picture-caption releases to the 41 agricultural papers and the seven teenager journals, respectively.

Purpose of the publicity is to engender interest on the part of farm youth in entering the contest. The annual effort is part of the continuing Consumer and Trade Relations Program of N.C.A.

The feature story reviewed the accomplishment of the 1957 canning crops champion, James T. Wormley of Illinois, and told of the rewards, including the free trip to Washington and the public honors he received at the N.C.A. Spring Board meeting and from Washington officialdom. The story included detailed information for youngsters on how to enter the contest.

One of the picture releases showed Secretary of Agriculture Ezra Taft Benson and W. D. Jones, secretary of the Illinois Canners Association, congratulating young Wormley at the Washington ceremonies. The other showed Wormley with Dr. Victor R. Boswell of the USDA Plant Industry Station at Beltsville, Md., during his visit there.

Food Brokers Invited to N.C.A. Convention

The N.C.A. sent to all canned food brokers this week an invitation to attend the 1959 Canners Convention in Chicago February 21-24.

In a letter to the food brokers, Secretary Campbell pointed out that they will receive a personal invitation from their canner principals, and the N.C.A. invited the brokers to obtain hotel reservations through the Association.

U. S. Appeals Court Reverses FTC on Promotional Allowances

Section 2(d) of the Robinson-Patman Act makes unlawful the granting of a promotional allowance to one customer which is not available on proportionally equal terms to all other customers competing in the distribution of such products or commodities. Over the past two decades, some confusion has existed as to whether the phrase "such products or commodities" embraced the complete line of goods offered by a seller, or was to be limited only to products of like grade and quality. There was likewise some confusion as to whether the availability of promotional advertising allowances was to be in any way related to the time of sales.

In a recent decision a Federal Court of Appeals reversed the Federal Trade Commission which had held that an advertising allowance given to one customer to promote the sale of canned ham required that proportionally equal allowances be given to customers purchasing wholly different pork products. The court held that Section 2(d) required proportionally available advertising allowances only on goods of like grade and quality. This ruling confirms the practice of many canners in limiting their cooperative advertising programs to one canned food, or having different cooperative advertising promotions on different canned foods.

The decision likewise establishes that an advertising allowance offered to one customer during a particular month does not require that a proportionally equal advertising allowance be given to other customers purchasing five months later. In other words, the decision confirms the practice of many canners of limiting promotional allowances to sales made during particular periods of time.

GENERAL CROP CONDITIONS

Output of Fruits and Vegetables Contributes to Prospects for Record Crop Year

Present estimates show a continuing increase in crop production which in total far exceeds all previous records of American agriculture.

USDA's all crop production index, based on 59 crops, rose during August and on September 1 was at 116, compared with 113 a month earlier and the former high of 106 reached in three former years.

The USDA index of yields, based on 28 crops, was at the new high of 141 on September 1, a 4 point increase over August 1 and far higher than last year's 126 or any other year.

The tonnage of eight important vegetables for commercial processing is indicated 12 percent above the 1957 production and 21 percent above the average for 1947-56. August weather was generally favorable for vegetable production, especially tomatoes, for which the September 1 estimate is 3 percent higher than the August 1 forecast.

Deciduous fruit also improved during August and the September 1 estimates point to total production exceeding last year by 4 percent. Prospects improved for apples and pears but declined for peaches, notably clingstones, and plums.

The September 1 condition of the 1958-59 orange crop is slightly above a year ago but below average.

Production of fall vegetable crops, accounting for three-fourths of the total fall fresh vegetable output, is expected to be 3 percent above 1957. The largest increases over last year are seen for early fall cabbage and carrots, with significant gains also expected in tomatoes and cauliflower. Decreases from last year are indicated for lettuce, celery, cucumbers, and snap beans.

Among the leading crops of corn, cotton, soybeans, barley, oats, hay, spring wheat and sorghum grain, all but cotton and oats have record or near-record production prospects. Pastures over much of the nation continued in high production and livestock gains and milk production were well supported.

Public Hearings on Soil and Water Research Facilities

Secretary Benson has announced the locations and dates of public hearings to be held in connection with a study of needs for soil and water conservation research facilities. The study is being made at the request of the Senate Committee on Agricultural Appropriations.

Hearings will be held on the following schedule:

Oct. 14	Rapid City, S. D.
Oct. 15	Salt Lake City, Utah
Oct. 16	Boise, Idaho
Oct. 24	Charleston, S. C.
Oct. 28	Sacramento, Calif.
Oct. 30	Phoenix, Ariz.
Oct. 31	Amarillo, Tex.
Nov. 6	Harrisburg, Pa.
Nov. 7	Boston, Mass.
Nov. 14	Washington, D. C.
Nov. 17	Des Moines, Iowa
Nov. 18	Fort Wayne, Ind.
Nov. 19	Nashville, Tenn.
Nov. 20	New Orleans, La.

Farmers, ranchers, farm organizations, and lay groups interested in soil and water research are invited to present their recommendations at the hearings. Formal channels have been established for federal agencies, state agricultural experiment stations, and state extension services to submit their recommendations direct to the working group.

Members of the group are Dr. G. M. Browning of Iowa State College, Ames, representing the state agricultural experiment stations; Gerald E. Ryerson of the Soil Conservation Service, Washington, D. C.; and Dr. Cecil H. Wadleigh and Dr. Darnell M. Whitt of the Agricultural Research Service, Beltsville, Md.

Organizations and individuals making presentations at the hearings are asked to submit written statements of their evaluations of soil and water conservation research needs no later than the date of the hearing at which they will appear. These evaluations, as well as those of organizations unable to appear at the hearings, should be sent by registered mail to Dr. Darnell M. Whitt, Plant Industry Station, Beltsville, Md., or presented in person at the hearings.

Persons asking to speak at the hearings, and local news media in the cities concerned, will be notified where the hearings will be held as soon as exact locations in these cities are determined.

Secretary Benson, in announcing appointment of the working group (see INFORMATION LETTER of Aug. 9, page 245), directed it to focus its attention on problems of national and regional importance, leaving for the attention of the states problems having only state or local significance. The group will consider research needs in watershed engineering, erosion control, water management, soil management, and basic soil problems.

FDA Publishes Proposal on Fruit Jelly Flavoring

The Food and Drug Administration has published in the *Federal Register* of September 5 a proposal by the National Preservers Association to amend the definition and standard of identity for fruit jelly so as to permit the use of cinnamon flavoring and artificial red coloring as optional ingredients.

The proposal would permit the use of "cinnamon flavoring, other than artificial flavoring, and harmless artificial red coloring in case the fruit juice ingredient or combination of fruit juice ingredients is extracted from apple or crabapple, or both such fruits." Also, the proposal would provide for label statements describing the optional ingredients.

The FDA invited written views and comments within 30 days of the date of publication of the proposal.

Canadian Antidumping Law

The Canadian government has submitted to Parliament its proposal for amendment of Canada's antidumping law, and reports from Ottawa are that the new legislation has been passed by Parliament and the new dumping law is in force.

The new antidumping law was intended to give broad discretion to the Minister of National Revenue to make a finding of injury and to assess an antidumping duty, with little or no formal proceedings for the determination of injury and also without clear standards for fixing the antidumping duty. The government's proposal was for authority to fix the antidumping duty on the basis of "cost of production"—perhaps the cost of production of comparable goods in Canada—plus a reasonable amount for gross profit.

The United States has protested Canada's new antidumping law, contending that it violates the provisions of the General Agreement on Tariffs and Trade, inasmuch as the GATT basis of valuation is the home market selling price where that is available, and Canada has generally followed that standard since her accession to the GATT in 1948.

Shipments of Metal Cans

Shipments of metal cans during the first seven months of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-July 1957	Jan.-July 1958
	(short tons of steel)	
Fruit and vegetable (including juice)	727,275	704,281
Meat (including poultry)	80,865	76,409
Fish and Seafood	73,908	62,978

Shipments of Glass Containers

Shipments of glass containers during the first seven months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-July 1957	Jan.-July 1958
	(thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses)	21,741	23,154
Narrow-neck food	7,801	7,473

USDA Potato Diversion

USDA will assist the potato industry, through a diversion program similar to that in effect last year, in marketing the large 1958 crop of potatoes.

Essential features of the program are that only good quality potatoes will be supplied from participating areas to commercial markets and the diversion of the remainder to starch, feed, and flour. Payments for potatoes diverted will be 50 cents per hundredweight to December 1, 40 cents from December 1 to March 1, 1959, and 30 cents from March 1 to April 30, 1959. Payments will be made only for potatoes diverted which are U. S. No. 2 grade or better with a diameter of two inches, or a minimum weight of 4 ounces for long varieties.

USDA said the program will be available "only in states or areas where the potato industry develops and submits to the Department an acceptable plan for utilizing the potato crop."

Dry Beans under Support Loans

Price support loans have been made by USDA on 907 hundredweight of 1958-crop dry edible beans and all of this is in warehouse storage, according to a report by the USDA. By comparison, no dry beans were under support on a comparable date last year.

1958 Pack of Canned Peas

The 1958 pack of canned green peas totaled 33,110,010 actual cases compared with the 1957 pack of 37,806,943 cases, according to a report by the N.C.A. Division of Statistics.

The 1958 pack in Wisconsin totaled 13,175,459 cases, of which 3,302,693 cases were early June and 9,872,766 cases were sweets. The pack there in 1957 was 15,292,451 cases.

The U. S. pack is 61 percent Fancy, 28 percent Extra Standard, and 11 percent Standard, compared with 55, 30, and 15 percent, respectively, last year.

Details of the pack report have been mailed to all pea canners and will be reported in the next issue of the INFORMATION LETTER.

1958 Pack of Asparagus

The 1958 pack of canned asparagus totaled 7,486,359 actual cases compared with the 1957 pack of 6,769,208 cases, according to a report by the N.C.A. Division of Statistics.

State	1957	1958
	(actual cases)	
Green:		
Md. and Del.	304,052	341,010
New Jersey	725,413	705,611
Illinois	606,245	589,692
Michigan	797,638	748,098
Wash. and Ore.	509,507	638,215
California	1,603,769	1,387,928
Other states	239,475	248,483
Total green	4,786,099	4,659,037
White:		
California	1,983,109	2,827,322
U. S. Total	6,769,208	7,486,359

1958 Pack of RSP Cherries

REVISED REPORT

The 1958 pack of canned red pitted cherries totaled 2,746,314 actual cases compared with the 1957 pack of 3,604,022 cases, according to a revised report by the N.C.A. Division of Statistics.

State	1957	1958
	(actual cases)	
N. Y. and Pa.	296,430	398,638
Michigan	2,575,520	1,755,275
Wisconsin	396,673	275,668
Utah and Idaho	125,628	116,437
Wash. and Ore.	153,378	110,994
Other states	56,393	89,302
U. S. Total	3,604,022	2,746,314

The totals do not include pie fillings, which will be compiled and reported separately.

Sweet Corn for Processing

Sweet corn production prospects declined about 9 percent from the August 1 forecast, and on September 1 a total of 1,325,400 tons was indicated for processing, according to the Crop Reporting Board of USDA. This is about 13 percent less than last year's production and slightly below average.

The September 1 indicated yield is 3.42 tons per acre, compared with last year's yield of 3.46 tons and the 10-year average of 3.00 tons.

Unfavorable weather conditions during August in Indiana, Minnesota, and Wisconsin sharply reduced this year's crop in those states from early expectations. The Illinois, Delaware and Maryland crops were slightly under the tonnage indicated a month earlier. Little change was reported for most of the other important states.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
Maine	23,000	23,000	12,200	−47
N. Y.	64,900	74,700	59,400	−20
Pa.	28,700	21,800	30,700	+41
Ohio	34,400	16,100	15,900	−1
Ind.	54,300	41,200	38,900	−6
Ill.	192,700	215,300	190,800	−11
Wis.	276,800	350,800	265,200	−24
Minn.	270,700	361,200	284,400	−21
Iowa	67,700	64,300	32,400	−50
Del.	12,300	9,100	15,200	+67
Md.	80,700	41,800	89,300	+114
Idaho	42,300	61,000	63,000	+3
Wash.	61,500	87,400	75,400	−14
Ore.	58,000	80,800	79,500	−2
Other states [1]	65,000	66,300	73,100	+10
U. S. Total	1,333,700	1,514,800	1,325,400	−13

[1] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

Cabbage for Kraut

Production of cabbage from acreage under contract to kraut packers was forecast on September 1 at 130,300 tons, 600 tons more than was expected a month earlier, according to the Crop Reporting Board of USDA.

Yield prospects declined during August in Wisconsin because of dry weather, but yield prospects improved in Indiana, Ohio, and New York and more than offset the decline.

The 130,300 tons now in prospect on contracted acreage compares with 109,100 tons obtained under contract in 1957 and the 1947-56 average of 98,900 tons.

Total cabbage production in early fall states, which supply the bulk of cabbage for kraut, is forecast at 482,800 tons, 12 percent more than last year's production but 3 percent below the 10-year average.

Tomatoes for Processing

Production prospects for tomatoes improved during August, and on September 1 a total of 4,368,400 tons of tomatoes for processing was indicated, according to the Crop Reporting Board of USDA.

This is nearly 3 percent more tonnage than was indicated on August 1. Most of the increase was in California, where yield prospects improved one ton during the month.

If the September 1 indicated production is realized, it will exceed last year's production of 3,314,840 tons by 32 percent. It compares with the 1947-56 average of 3,289,000 tons.

The September 1 indicated yield is 12.7 tons per acre. Yield prospects declined during August in several scattered states including Arkansas, Colorado, Maryland, New Jersey, Ohio, Utah, and Wisconsin. But improvement in California, Delaware, Kentucky and New York more than offset the declines elsewhere.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
N. Y.	156,300	118,800	112,500	−5
N. J.	228,800	172,200	268,800	+56
Pa.	172,500	112,800	210,000	+86
Ohio	186,800	176,900	241,500	+37
Ind.	311,400	209,800	232,500	+11
Ill.	94,200	97,200	140,000	+44
Mich.	58,700	73,800	72,000	−2
Wis.	8,800	5,300	7,900	+49
Iowa	9,700	10,700	15,000	+40
Mo.	9,200	2,700	5,200	+93
Del.	34,000	29,600	41,800	+41
Md.	147,900	52,500	111,600	+113
Va.	67,300	38,200	61,500	+61
S. C.	2,900	3,600	3,400	−6
Fla. [1]	30,900	36,000	35,000	−3
Ky.	6,100	4,400	5,600	+27
Ark.	12,900	6,000	6,300	+5
Texas	43,000	32,300	64,000	+98
Colo.	25,200	21,600	20,300	−6
Utah	75,900	70,200	12,000	−83
Calif.	1,589,000	2,020,600	2,682,500	+33
Other states [2]	18,300	19,640	18,990	−3
U. S. Total	3,289,800	3,314,840	4,368,390	+32

[1] Sum of estimates by seasonal groups. [2] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., and W. Va.

Snap Beans for Processing

Snap bean production prospects declined slightly toward the end of the season and on September 1 a total of 368,140 tons was indicated for canning and freezing, according to the Crop Reporting Board of USDA. This is slightly more than the 359,810 tons harvested in 1957 and is more than a third more than the average of 271,800 tons for the 1947-56 period.

Tonnage reductions from August 1 are indicated for New York, Pennsylvania, Delaware, Maryland, and Washington. Improved prospects were reported in Michigan and the Ozarks.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
Maine	5,600	5,700	4,300	−25
N. Y.	47,200	67,100	61,200	−9
Pa.	9,100	11,600	16,200	+40
Mich.	9,900	9,500	11,500	+21
Wis.	20,200	29,700	29,200	−2
Del.	3,000	3,200	6,200	+94
Md.	16,600	14,100	17,000	+21
Va.	5,800	4,200	6,800	+62
N. C.	3,800	9,000	9,000	....
S. C.	1,100	1,100	800	−27
Fla.[1]	16,000	23,000	15,200	−34
Tenn.	9,000	13,400	14,800	+10
Ark.	7,200	5,600	6,400	+14
La.	700	180	550	+206
Okla.	3,400	4,400	5,400	+23
Texas	10,200	11,200	12,400	+11
Colo.	5,000	5,200	5,900	+13
Wash.	9,000	10,600	9,100	−14
Ore.	57,100	86,100	86,400	....
Calif.	15,600	24,000	27,200	+13
Other states[2]	15,500	20,870	22,590	+8
U. S. Total	271,800	359,810	368,140	+2

[1] Sum of estimates by seasonal groups. [2] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Mo., Miss., Nebr., N. H., N. J., N. M., Ohio, Utah, Vt., and Wyo.

Lima Beans for Processing

A total of 93,440 tons of green lima beans for processing is indicated by September 1 conditions, according to the Crop Reporting Board of USDA. This is slightly larger than last year's crop and about 4 percent more than the 10-year average production of 89,700 tons.

From an acreage for harvest nearly as large as was harvested in 1957, indications point to a yield of 2,083 pounds of shelled green lima beans, slightly above last year's yield of 2,044 pounds and substantially above the average of 1,770 pounds. In California, where nearly a third of the acreage is located, the September 1 indicated yield is placed at 3,000 pounds, nearly equal to last year's yield and well above average.

Elsewhere, favorable 1958 crop prospects on the Atlantic Coast from Virginia northward to Pennsylvania and in Michigan more than offset less favorable conditions in Wisconsin and Washington.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
N. Y.	2,300	1,520	1,140	−25
Pa.	2,900	1,550	1,570	+1
Mich.	1,500	730	940	+29
Wis.	5,100	5,460	3,360	−38
Del.	15,000	10,470	15,600	+49
Md.	3,100	1,830	2,700	+52
Va.	2,800	1,500	1,100	−27
Wash.	1,200	1,100	1,080	−2
Calif.	32,000	45,000	41,700	−9
Other states[1]	23,700	22,890	24,160	+6
U. S. Total	89,700	92,650	93,440	+1

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Ohio, Okla., Ore., Tenn., and Utah.

Beets for Canning

A total of 132,000 tons of beets for canning was indicated on September 1, according to the Crop Reporting Board of USDA. This is about 19 percent less than the 1957 production of 163,600 tons and 9 percent below the 10-year average of 144,600 tons.

The preliminary estimate of acreage for harvest is 15,900 acres compared with 17,250 acres harvested in 1957. The U. S. average yield indicated on September 1 is 8.3 tons per acre. This compares with 9.5 tons harvested in 1957 and the average of 8.4 tons. This season's indicated yield is lower than last year in all important states except Michigan.

State	Production: 10-year ave. 1947-56	1957	1958 Indicated	Percent change from 1957
	(tons)	(tons)	(tons)	
N. Y.	39,400	51,900	41,000	−21
Mich.	6,800	5,800	6,000	+3
Wis.	56,600	58,100	44,800	−23
Ore.	18,500	23,800	15,400	−35
Other states[1]	23,200	24,000	24,800	+3
U. S. Total	144,600	163,600	132,000	−19

[1] Calif., Colo., Del., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, and Wash.

Deciduous Fruit Production

USDA has reported prospects for production of deciduous fruits, on the basis of September 1 conditions, as follows:

Apples

Prospects for apples declined during August in Washington and in California. However, the declines in these and a few other scattered states were slightly more than offset by improved prospects in 20 of the 35 commercial apple states, and the September 1 estimate is for a total crop of nearly 127 million bushels, 7 percent above last year and 17 percent larger than average.

By regions, the September 1 prospects were as follows: Eastern, 56.8 million bushels, 16 percent above last year and 19 percent above average; Central, 22.2 million bushels, 8 percent above last year and 14 percent above average; and Western, 47.7 million bushels, 3 percent below last year but 16 percent above average.

Peaches

The crop of clingstones in California has turned out much less than earlier expectations due to failure to reach usual size, and the clingstone crop is estimated now to be 3 percent below last year and 2 percent below average.

Excluding the clingstone crop, the U. S. peach crop is estimated at 50.4 million bushels, 26 percent above last year and 23 per cent above the average for 1947-56. Peaches sized well during August in New York and some areas of Michigan, while peaches were reported small in Colorado, Utah, and Washington.

Pears

Prospective production of pears improved 5 percent during August. For the three Pacific Coast states, which have 85 percent of the nation's production, the 1958 crop is now indicated to be 12 percent under last year's crop and 3 percent below average. For the remaining states the

Crop	1957	Aug. 1 1958	Sept. 1 1958
	(thousands of bushels)		
Apples	118,548	125,999	126,813
Peaches	62,335	75,510	72,089
Calif. clingstone	22,377	25,002	21,668
Calif. freestone	12,668	12,084	12,084
Pears	31,676	28,204	29,564
	(tons)	(tons)	(tons)
Apricots	190,400	117,200	117,200
Plums	88,300	67,400	67,200
	(barrels)	(barrels)	(barrels)
Cranberries	1,050,000	.....	1,076,500

prospective production is 45 percent more than last year and 14 percent above average.

Bartlett pear production in the three Pacific Coast states is estimated at 18,526,000 bushels, 8 percent above August 1 prospects but 12 percent below last year and 3 percent below average. In California growing conditions have been good, fruit sized well and cullage has been fairly low. Harvest has made satisfactory progress and was expected to be completed by mid-September. In both Washington and Oregon the harvest was virtually completed by September 1.

Winter pear production in the Pacific Coast States is expected to total 6,517,000 bushels, 12 percent below last year and 4 percent below average.

In Michigan's Allegan county a combination of dry weather and a very heavy set has resulted in many under-sized Bartletts, while in other areas growers reported satisfactory sizes. In New York the crop has sized well and quality is good, with purchases of Bartletts by processors having begun in the Hudson Valley during the last week of August and harvest in the Lake Ontario area expected to start during the first week of September.

Production of Field Crops

USDA has reported prospects for production of field crops, on the basis of September 1 conditions, as follows:

Crop	1957	Aug. 1 1958	Sept. 1 1958
		(thousands of cwt.)	
Potatoes	239,539	256,344	259,046
Sweet potatoes	18,053	17,807	18,315
		(thousands of bushels)	
Durum wheat	14,985	18,753	21,224
		(thousands of bags)	
Rice	43,130	47,980	47,747
Dry edible beans	15,771	18,309	18,806
Dry field peas	3,270	2,450	2,353

Sweet Potatoes

The 1958 sweet potato production is forecast at 18,315,000 hundredweight, 1 percent above the 1957 crop and 7 percent below average. The indicated production is 3 percent above the August 1 forecast.

Weather conditions were very favorable in all areas for the development of the crop and indicated yields were the same or above August 1 in all states. The September 1 yield of 64.9 hundredweight per acre is the highest of record.

Harvest started in most areas during August, with some delay in Louisiana due to frequent rains.

Dry Edible Beans

Prospects for production of dry edible beans improved about 2½ percent during August and on September 1 a total production of 18,806,000 bags was indicated. This is 19 percent above last year and 12 percent above average. The larger production is due to a higher acreage than last year and also to the highest yield of record, 1,242 pounds per acre.

The increase in production prospects during the month is due largely to increases in the Northeastern bean area.

Production of pintos in the Southwest is expected to be about 11 per cent below last year.

In California the total indicated production is more than a fifth larger than last year. Compared with a month ago, prospects for large limas remained unchanged but increases are indicated for baby limas and "other" dry beans. A record high yield is indicated for the "other" group. There is an excellent crop of small whites in sight and prospects are very satisfactory for black-eyes, pinks, and red kidney.

Woodbury Award Presented for Work on Peach Quality

The Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning was presented this year to E. L. Proebsting, Jr., of the Irrigation Experiment Station, and G. H. Carter, D. W. Ingalsbe, and A. M. Neubert of the U. S. Fruit and Vegetable Products Laboratory, Prosser, Wash., for work on nitrogen fertilization of peaches.

The 1958 award was for their paper entitled "Relationship between Leaf Nitrogen and Canning Quality of Elberta Peaches," in which they reported results of a study in 1955 in which was evaluated the canning quality of fruit from Elberta peach trees showing a wide range in nitrogen status.

The paper was published by the American Society for Horticultural Science (Vol. 69, pp. 131-140, 1957), and the award was presented August 26 at the annual meeting of the A.S.H.S.

The award was established in 1949 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau.

Canner's Map of the U. S. Mailed to Food Editors

"The Canner's View of the United States," a four-color map showing the states in sizes proportionate to canned foods production in each, has been mailed to about 1,500 magazines, newspaper and radio-TV food editors, as well as to the N.C.A. membership. The map is designed to stress the variety of canned food items available to the public and to highlight many of the industry's public service values.

The map is the second of the educational pieces issued under the Consumer and Trade Relations Program and is a sequel to "The Almost Complete Canner," listing more than a thousand different canned food items. Both of these C.&T.R. publications were enlarged and the blow-ups were used as part of the exhibits at the USDA saluting "September is Canned Foods Month."

Canned Foods and the Future

"Canned Foods and the Future" was the title of a paper delivered by Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, at the opening session of the American Chemical Society meeting in Chicago September 8.

In the discussion he pointed out how the industry has progressed to the present through research, and indicated that the place to look for clues about the future is among the subjects of research either now under way or recognized as deserving early attack. The new short-time, high-temperature processing techniques were explained along with the improvements in product quality that results from their use.

The N.C.A. projects on enzyme inactivation, color retention, and flavor retention were mentioned as examples of research which could greatly influence the canned foods picture of the future. Dr. Somers explained that there is no dearth of subjects for further research in food preservation because the complexity of food material is such that new problems will continue to arise as long as one can foresee, and progress will be made only as solutions are found to these problems.

Food Service Magazine Has Feature by Katherine R. Smith

Food Service magazine, a well-known and widely read publication in the institutional food service field, has included a series of articles by leading food economists from time to time. The September issue carries the article "Canned Foods Cut Costs" by Katherine R. Smith, Director of the N.C.A. Consumer Service Division.

As an introduction to the article, the editors of the magazine say, "Katherine R. Smith has been allied with the canning industry for the past 20 years. She and her staff supply quantity recipes and service information to all types of quantity food services.

"Canned foods can mean big savings in time and labor for the operator. Preparation time is cut to a minimum and portion control is brought to a new high."

These two points are stressed in the article.

Miss Smith begins the article, "The production of quality food with a minimum of labor and food costs keeps quantity food service managers on a treadmill. Many an operator has rechecked all steps of his operation with the result that changes are being made in the food purchased."

Speaking of the saving in labor, the article continues, "In quantity food service the savings in labor as a result of the pre-preparation done in the canners' kitchen is a major one. Canned hams, fish and seafood with no waste, a multitude of fruits and vegetables to fit many menu needs, or canned soups served as part of the meal or used as sauces for preparing other foods. These are only a few examples of foods ready to serve with little additional preparation.

"When you open a can of food you know the number of portions and the cost of each. Sorting for size and maturity is an important step in the commercial canning procedure so you can buy to fit your needs with assurance in the uniformity of the food."

The importance of giving specifications when purchasing canned foods is also discussed.

Seven combinations for "Canned Fruits For Fruit Plates" are given, in addition to a recipe using canned green beans and tomatoes. A black and white photograph of the "Green Beans and Tomatoes au Gratin" and one of a fruit salad plate were used as illustrations.

The Bell Syndicate

Miss Philomena Corradeno, food editor for The Bell Syndicate, Inc., featured an article entitled "An Easy Planked Dinner—And Tale of A Can of Peas" in her column released to newspapers on September 12. On September 9 the syndicate used a recipe for canned peas and bacon. The column is supplied to approximately 35 newspapers across the country with a combined circulation of about 2½ million. It carries the by-line of The Chef.

The September 12 article dealt with convenience, easy storage, availability, nutritive values and labor-savings.

"To insure the high quality that we expect, special varieties of peas are grown especially for canning. As the tender plants appear they are carefully watched by trained fieldmen. Special machinery, designed for quick harvesting, shelling, cleaning, sifting and washing the peas in the short interval from field to can, results in a tastier and more nutritious product. They are scientifically cooked right in the can, with the goodness sealed in.

"This is a good time to watch for good buys in canned foods to replenish your supply."

To illustrate the article, Miss Corradeno used a black and white photograph showing canned peas, canned purple plums that have been spiced, and fried chicken legs with a border of mashed potatoes arranged together as a planked meal. Directions for preparing the meal were given.

Better Homes and Gardens

Canned foods are featured in one of the food articles in the September issue of *Better Homes and Gardens* magazine. Twenty uses of canned foods are included in the nine recipes in the three-page article "Quick and good with a Canned Food start."

Virginia Heffington, assistant editor, begins the article, "Meals fast as space travel—that's the modern way. These minute-saving specials are from your canned food shelf. Keep a supply for unexpected guests or jiffy family fare. Add a flavor touch just right for you—wonderful eating, yet easy!"

The canned foods featured are fruit cocktail in Cocktail Pie, cut green beans, cut wax beans and kidney beans in Calico Bean Salad, whole or sliced beets in Orange Beets, peas and sliced mushrooms in Peas Elegant, cream of mushroom soup, cream of asparagus soup and tuna in Tuna Bisque.

Also, purple plums, sliced peaches, whole apricots, pineapple tidbits in Indian Summer Sauce, corned beef hash, tomato sauce and mushrooms in Pizza Hash, sliced peaches in Ginger Peach Squares, and luncheon meat and cream style corn in Squaw Corn.

The "quick and good" dishes made with the canned foods are attractively shown in black and white photographs on a double-page spread.

McCall's

Many canned foods were featured in the food section of *McCall's* magazine in September.

"2 can cook better than 1" is an article giving menus and recipes for husbands and wives who prepare meals as a team. The recipes accompanying the eight menu suggestions include canned lemon juice, catsup, pineapple, beets, figs, peas, pears, tomatoes, green beans, blueberry pie filling, tomato sauce, and ripe olives. The article is generously illustrated with color photographs showing many of the foods table-ready.

Another article, "It's Apple Time," begins, "No better way to finish autumn dinner than with an apple dessert and no better recipes than these. Scented with cinnamon or honey, enriched with cream or served straight, they're luscious. So try them with fresh and glowing apples from your own or someone else's trees or with the canned apple sauce and golden apple slices from your pantry shelf." Nine recipes are given.

Canned foods are featured in the monthly short giving a menu with the recipes and a list of the foods in plentiful supply for the month. A clever attention-getting illustration shows canned foods and other ingredients used in the recipes. It says, "The easy meal, the quick meal, the budget meal and the good meal link convenient canned foods with *McCall's* delicious recipes this month of September, the month of fine buys in canned foods." The "wise buy dinner" includes canned spiced pork, pineapple juice, carrots, peas, cream of celery soup, peaches, and lemon juice. The "September Foods In Plentiful Supply" lists all canned vegetables, all canned meats, all canned fruits, and all canned fish and seafood.

McCall's, a popular woman's service magazine, has a circulation of more than 5 million.

Parents' Magazine

The entire food section of the September issue of *Parents'* magazine is devoted to canned foods. Blanche M. Stover, food editor, leads off with five illustrated pages entitled, "Canned Foods get together to please your family." The title is repeated at the top of each page.

On a color page opening the food feature, Miss Stover begins, "Open a can or two or three and, presto, you have the makings for an appetizing first course, main dish, salad or dessert. Ten convenient canned soups make these tempting accompaniments to hot tomato soup." A color photo of a lazy Susan appetizer tray shows button mushrooms, cocktail sausages, shrimp, pineapple chunks, and ripe olives with tomato soup.

Three additional pages feature recipes using canned foods. Shown in black and white photographs are stewed tomatoes, peas, green beans, water chestnuts, pimientos, salmon, cream of mushroom soup, cream of celery soup, mixed vegetables, meat balls in gravy, fruits for salad, prunes, apple slices, and apricot halves. Each page also features "good go-togethers." They are kidney bean salad, Roquefort dressing; tomato aspic, collard or turnip greens; Harvard beets, asparagus spears; mixed vegetables, bottled French salad dressing; black-eyed peas, rice, tomato sauce; minced clams, cream-style corn, pimientos; cheese rarebit, refrigerator biscuits; tuna and noodle dinner, French-style green beans; chicken fricassee, green peas, mushrooms; ham, candied sweet potatoes, apple slices; compote of grapefruit sections, purple plums; fig pudding, babies' strained fruit for a sauce; chocolate nut roll, marshmallow topping, coconut.

Miss Stover suggests "Easy-to-fix Tray Lunches," all making "good use of time-and-work-saving canned foods." Canned foods used in the menus are corn, frankfurters, pineapple chunks, pork and beans, baked beans, catsup, brown bread, pear halves, macaroni with beef in tomato sauce, whole apricots, prunes, cream of chicken soup, cranberry sauce and orange juice. The foods are attractively shown in a black and white photograph.

A second article, "Family Food Tips For September," gives hints on using canned foods. Canned foods included are pimientos, chili sauce, strained veal, chicken and lamb, strained vegetables, chopped baby meats, anchovy paste, herring, smoked salmon, sardines and minced clams.

"September Plentiful Foods" features canned applesauce, green beans, corn, fish, fruit cocktail, peas, peaches, pears, pineapple, sauerkraut, soups, and tomato products.

"Canned Food Tips" begins, "There's seldom a dull moment for the imaginative cook who knows her canned foods. Starting with any one of a hundred canned foods, she can whip up a delectable meal in minutes or produce gourmet dishes from such specialty items as crepes suzette and pate de foie gras." Featured under "Canned Food Tips" are special pieces on "Read The Label," "How to Prepare Vegetables," "Versatile Canned Soups," and "Specially For Dieters."

Under the heading "More About Canned Foods", Miss Stover continues, "Topping the list of questions mothers ask us about canned foods are these two:

"Are canned foods as nutritious as fresh foods?

"Is it safe to leave canned food in an opened can?

"For authoritative answers to these questions we went to the United States Department of Agriculture and the National Canners Association in Washington, D. C." She then assures readers that foods are dependable sources of nutrients, and that it is safe to leave the unused portion of food in the can if refrigerated and stored as other cooked food.

C.&T.R. Mailing of American Home Cookbook

N.C.A. mailed to members and to food brokers this week copies of a new canned foods cookbook published by *American Home* magazine. Entitled "Take a Can and Start Cooking," the booklet contains 50 illustrated recipes and was printed and distributed as a feature of the September issue of the magazine.

The canned foods cookbook in the September issue is a special recognition of "September is Canned Foods Month," and the promotion event is recognized by June Towne, food editor, in her introduction.

The cookbook was mailed to members with an accompanying letter suggesting that it be merchandised to brokers and customers as another canning industry assist in the September promotion.

Seventeen

An article in the September issue of *Seventeen*, a magazine for teenagers, is entitled "Cans, jars and openers." The editors suggest that readers clip the feature for their "Teen Cooks' How-To Book."

Interesting drawings illustrate the information sections of the column. First, telling about the label, it recommends, "Read the label when you buy canned foods. It will tell you the ingredients and weight, may also give number of servings and suggestions for heating or recipes for using contents." This portion goes on to give information about storing and using canned foods.

Next, information about can openers of various types is given and instructions are given for removing different styles of lids used on jars and bottles.

A recipe for "Seafood Scramble," described as a "meal-in-one party dish," follows. Canned clam chowder, lobster, tuna, mushrooms, and peas are used in the recipe.

Sunset

Two articles featuring canned foods appear in the September issue of *Sunset* magazine.

"Carry in a tray of soup" suggests beginning your meal, served inside or outside, with soup. The article suggests serving frosty soup on warm days and hot soup on cool evenings or with cold dinners. Ten recipes for hot and cold soups are given. Canned tomato soup is used in three of the recipes, consomme in four, and green pea and cream of celery in one each. Canned beets, tomato juice, and clam juice are also used.

Another article, "Quick Casseroles with Baked Beans," says, "Whenever you're serving from the barbecue grill, we think you'll find these two baked bean casseroles good choices for spur-of-the-moment patio meals." The recipes featured are "Pickle Relish Baked Beans" and "Baked Beans with Ground Beef Topping."

Apple Sorting Methods

A study of *Apple Sorting Methods and Equipment* has been issued by the Agricultural Marketing Service of USDA as Marketing Research Report No. 230. Copies may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

REPORTS ON ASSOCIATION ACTIVITIES

Claims Division

Consumer complaints turned over to the Claims Division for handling during the past three months have continued at a heavy rate for the summer months, a total of 556 cases having been received for investigation, an increase of almost 10 percent over the 510 cases received during the same period last year.

Some 122 settlements were accomplished during this period, and 62 new suits were started against members or distributors of their products. Most of the settlements and new suits resulted from complaints of long standing. Six cases went to trial, with a total of $168,500 being sought by claimants. Members' products were successfully defended in each of these trials.

In the following narrative is an example of how a seemingly minor but potentially dangerous case was successfully defended in one of the six court cases, as a result of combining good investigative work with expert defense:

The case involved dental injury alleged to have been caused by foreign substance in a product packed by a member. In addition, it was contended that the incident resulted in hospitalization some months after the incident, and that the "peptic esophogitis" diagnosed was caused by ingestion of the foreign substance.

The Claims Service conducted an investigation and obtained signed statements from the claimant's dentist and physician. Both of these statements supported the claim. The dental work on claimant's dentures had been completed and an exorbitant bill had been rendered. There was seemingly no way to disprove the legitimacy of the dental portion of the claim.

As a result of its investigation the Claims Division was convinced that the foreign substance was of such size and shape that it should have been discovered and eliminated from the food before being taken into the claimant's mouth, and also that the dental work was too extensive to have been caused in the manner claimed. It was concluded also that even if the claimant had a good claim for dental injury, the claim of "peptic esophogitis" was ridiculous and put the claim in the category of being fraudulent or exaggerated. It was felt that the claimant's physician was behind the claim and it appeared to be a difficult case to defend.

The Claims Division arranged a thorough physical and neurological examination of the claimant, with permission of his attorney. The Association's physician stated in his report that there was no connection between the claimant's hospitalization and the incident which had formed the basis of the claim. The physician stated that the diagnosis of "peptic esophogitis" was far-fetched and a "textbook diagnosis." Even if this could be proved to the satisfaction of a court, the defense (canner) was still faced with the alleged dental damage. As a practical matter the N.C.A. was authorized to make a nominal offer of settlement, but this was refused.

A suit asking $25,000 in damages was started against the canner. At the trial the plaintiff presented a good case and the defense was unable to dispute the dental injuries. However, the defense attorney was experienced in such matters and, with the help of an outstanding physician hired by the Association, pounded away in cross examination of the plaintiff's physician until he admitted that his diagnosis was made on the basis of the history given by his patient, the claimant, and not as the result of hospital tests. He further admitted that medical techniques available for a proper diagnosis were not used.

The claim for illness was thus shown to be so weak that the jury concluded that the dental injuries were likewise exaggerated, and the verdict was given for the defendant, thereby completely exonerating the member's product. The case illustrates the benefits of experience and skill in investigation and legal defense in the handling of consumer complaints.

Forthcoming Meetings

Sept. 26-30—American Meat Institute, Annual Convention, Palmer House, Chicago
Sept. 30—Fourth Military-Industry Packaging and Handling Symposium, Washington, D. C.
Oct. 5-8—National Association of Food Chains, Conference and Exhibit, Chicago
Oct. 16-18—Florida Canners Association, 27th Annual Convention, Americana Hotel, Bal Harbour
Oct. 23-26—Super Market Institute, Midyear Conference, Ambassador Hotel, Los Angeles
Oct. 31—Iowa-Nebraska Canners Association, Fall Meeting, Iowa State College, Ames
Nov. 4-5—Iowa-Nebraska Canners Association, Canners and Fieldmen's Conference, Hotel Fort Des Moines, Des Moines
Nov. 6—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago
Nov. 10-11—Wisconsin Canners Association, 54th Annual Convention, Schroeder Hotel, Milwaukee
Nov. 10-12—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City
Nov. 17-19—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island
Nov. 19-21—Indiana Canners Association, Fall Meeting, French Lick
Nov. 23-25—Pennsylvania Canners Association, 44th Annual Convention, Yorktowne Hotel, York

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